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NOT ADMITTED IN VIRGINIA

HOWARD M. WEISS

FLETCHER, HEALD & HILDRETH, P.L.C.

ATTORNEYS AT LAW

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OCT 23 2000

TOTAL COMMENSACIONAL CONTRACTOR MERCE OF THE SELECTION

(1936-1962) FRANK ROBERSON (1936-1961) RUSSELL ROWELL (1948-1977)

FRANK U. FLETCHER

(1939-1985)

ROBERT L. HEALD

(1956-1983)

PAUL DP SPEARMAN

EDWARD F. KENEHAN (1960-1978)

CONSULTANT FOR INTERNATIONAL AND INTERGOVERNMENTAL AFFAIRS SHELDON J. KRYS

> OF COUNSEL EDWARD A. CAINE* MITCHELL LAZARUS* EDWARD S. O'NEILL' JOHN JOSEPH SMITH

> > WRITER'S DIRECT

(703)812-0478 sliapiro@fhh-telcomlaw.com

October 23, 2000

BY HAND

Magalie Roman Salas, Esquire Secretary Federal Communications Commission 445 12th Street, S.W., Room TW-B204 Washington, DC 20554

> Petition for Rulemaking Re:

> > Willow Creek, California

Dear Ms. Salas:

Enclosed herewith, on behalf of Four Rivers Broadcasting, Inc., are an original and four copies of its Petition for Rulemaking, requesting the Commission to amend the FM Table of Allotments to allot Channel 254A to Willow Creek, California, as that community's first local aural transmission service.

Should there be any questions regarding this matter, kindly communicate directly with the undersigned.

Very truly yours,

FLETCHER, HE**&LD** & HILDRETH, P.L.C.

Alison J. Shapiro

Counsel for Four Rivers Broadcasting, Inc.

Enclosure

cc: Mr. John A. Karousos, FCC (w/encl.) No. of Copies rec'd 0+5
List ABCDE

MMB

Before the FEDERAL COMMUNICATIONS COMMISSION Washington, D.C. 20554

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			OCT 23 2000
In the Matter of)		
Amendment of Section 73.202(b))		THERE COMBUNICATIONS SOMETHING
Table of Allotments,)	MM Docket No	METROE OF THE SECURETARY
FM Broadcast Stations.)	RM No	
(Willow Creek, California))		

To: Chief, Allocations Branch

PETITION FOR RULEMAKING

Four Rivers Broadcasting, Inc. ("Four Rivers"), by counsel, and pursuant to Section 1.401 of the Commission's rules, hereby respectfully requests that the Commission institute a rulemaking proceeding for the purpose of amending the FM Table of Allotments to add Channel 254A to Willow Creek, California, as that community's first local aural transmission service.

Thus, Four Rivers proposes to amend Section 73.202(b) of the Commission's rules as follows:

Channel No.

City	<u>Present</u>	Proposed
Willow Creek, California		254A

In support of this request, the following is stated:

Willow Creek, California, which is a Census Designated Place ("CDP"), had a 1990 U.S. Census population of 1,576.¹ Willow Creek, located on the borders of the Humboldt and Trinity Counties, is a rugged mountain community nestled in the heart of the Six Rivers National Forest.

¹ Source: Rand McNally Commercial Atlas & Marketing Guide (130th ed.) (1999).

Willow Creek is situated on the Trinity River and renown for its salmon and steelhead fishing.

Willow Creek has its own chamber of commerce, volunteer fire department, and post office. The Willow Creek Chamber of Commerce lists over 50 business organizations within the community. See Exhibit 1. These include two banks, three grocery stores, eight car repair garages, five restaurants, nine hotels/motel/inns, two realty companies, a golf course, two fishing supply stores, two white water rafting stores, two hardware stores, one arcade, three contractors, one pharmacy, three construction companies, and one trucking company. The community also has six churches, one outpatient clinic, a rehabilitation and sports center, a family health center, an ambulance service, a dental clinic, a family medical center, a museum, a theater, and a hair salon. Some of these businesses have explicit association by name with Willow Creek, including, for example, Willow Creek Chevron Station, Willow Creek Parts, Willow Creek Six Rivers Medical, Willow Creek Dental Clinic, Willow Creek Pharmacy, Willow Creek Video & Arcade and Willow Creek/China Flat Museum. It is only a short drive from California's Redwood Forest and beautiful north coast beaches.

There are two schools in the Willow Creek School District -- Trinity Valley Elementary School (K through 8) and Willow Creek Christian School (K through 12). These schools provide a full instructional program for children in grades Kindergarden through 12 and are fully accredited by the State of California Department of Education.

Located in between the Trinity and Klamath Rivers, Willow Creek's spectacular beauty has been a magnet for recreationists for many years. In recent years there has been great interest in whitewater sports including rafting, kayaking, canoeing, as well as swimming and tubing.

Many trails and back roads are available for hikers, bird watchers and hunters. Another

attraction of Willow Creek is the renown Willow Creek/China Flat Museum, referenced above, which contains mining, logging, and Native American exhibits.

As demonstrated in the attached Engineering Statement, the reference coordinates for the proposed channel at Willow Creek meet the minimum distance separation requirements with respect to all known licenses, construction permits, pending applications, and pending rulemaking proceedings. The Willow Creek allotment reference site complies with the minimum spacing requirements contained in Section 73.207 of the Commission's rules.

As stated above, the addition of Channel 254A will provide Willow Creek with its first local aural transmission service. Currently, there are no other commercial or noncommercial stations licensed to Willow Creek. Thus, the addition of this allotment at Willow Creek will promote the objectives of Section 307(b) of the Communications Act by seeking to achieve a fair, efficient and equitable distribution of broadcast stations among the various states and communities. 47 U.S.C. § 307(b).

The FM Table of Allotments was created to allow the Commission to meet its obligation under Section 307(b) and the allotment priorities developed in *Revision of FM Assignment Policies and Procedures*, 90 FCC 2d 88, 91 (1982). These were intended to promote the statutory goals underlying Section 307(b). The main objective of the 1982 revision was to provide service of satisfactory signal strength to the whole country, while providing as many program choices to as many listeners as possible and providing service of local origin to as many communities as possible. To these ends, the Commission set forth the following as priorities: (1) first full-time aural service; (2) second full-time aural service; (3) first local service and; (4) other public interest matters (priorities 2 and 3 were given co-equal weight). Thus, the allotment of a

first full-time local aural transmission service to Willow Creek would satisfy the core objectives of Section 307(b), and also meets the Commission's third allotment priority.

In the event that this petition requesting the allotment of Channel 254A at Willow Creek, California is granted, Four Rivers will file an application for a construction permit for the new station, and, if its application is granted, will promptly construct the new facility.

WHEREFORE, in light of the foregoing, Four Rivers Broadcasting, Inc., respectfully requests that the Commission GRANT this petition for rulemaking, AMEND the FM Table of Allotment, and ALLOT Channel 254A to Willow Creek, California, as that community's first full-time local aural transmission service.

Respectfully submitted, FOUR RIVERS BROADCASTING, INC.

y:/____

Howard M. Weiss Alison J. Shapiro

Its Counsel

Fletcher, Heald & Hildreth, P.L.C. 1300 North 17th Street, 11th Floor Arlington, Virginia 22209 (703)812-0400

October 23, 2000

EXHIBIT 1 WILLOW CREEK, CALIFORNIA BUSINESSES

Restaurants

Cinnabar Sams Steve and Paula Paine Willow Creek, Ca 95573 530-629-3437

Pizza FactoryPo Box 999-39032 Hwy 299
Willow Creek, Ca 95573
530-629-4800

Raging Creek Pub & Eatery
John Miller
PO Box 1597
Willow Creek, Ca 95573

Bigfoot Golf & Country Club Carol Tonkin PO Box 836 Willow Creek, Ca 95573

> Marcy's Marcy Parks HCR 34 Burnt Ranch, Ca 95527

Early Bird PO Box 959 Willow Creek, Ca 95573 530-629-4431

Home

Accommodations In Town

Bigfoot Motel
Joe & Mary Daher
39039 Hwy 299
Willow Creek, Ca 95573
530-629-2142
visit our website (click here)

Willow Creek Motel
Bob & Linda Flint
Hwy 96 PO Box 508
Willow Creek, Ca 95573
(530)629-2115
visit our website (click here)

Gambi Hill Motel & RV Park
Ruth Smith
PO Box 1487
Willow Creek, Ca 95573
530-629-2701

Annies Cottage PO Box 359 Willow Creek, Ca 95573 530-629-3324

Heron Bar Cabin Rusty & Jan Hagen PO Box 131 Willow Creek, Ca 95573 530-629-2473

Peach Tree Inn
Les & Dieane Christian
PO Box 926
Willow Creek, Ca 95573
530-629-2969

The River Place
PO Box 1170
Willow Creek, Ca 95573
530-629-0010

Trinity River Cabin

Sheri Wild
PO Box 583
Hoopa, Ca 95546
530-629-4245
email sheri sheri_marie@hotmail.com
we are located 4.5 miles from Willow Creek
on Seely McIntosh Road

RV Parks

Gambi Hill Motel & RV Park

Ruth Smith PO Box 1487 Willow Creek, Ca 95573 530-629-2701

Knight's Park

Bob & Noel Knight 3353 Hwy 96 Willow Creek, Ca 95573 530-629-3219

Trinity River Trailer Park

PO Box 5 Hoopa, Ca 95546 530-625-4536

Klamath Riverside Park

PO Box 236 Orleans, Ca 95556 phone 1-800-627-9779, e-mail klamathrv@aol.com,

Del Loma RV Park

Rt 1 Box 54 Big Bar, Ca 96010 530-623-2834

Accommodations Nearby

Klamath River Lodge Gretha McMurray 2039 Williams St Eureka, Ca 95501 707-443-7021

Rainbow Lake/El Grove Acres
Eleanor Jones
PO Box 98
Burnt Ranch, Ca 95527
530-629-3914
visit our website (click here)

Trinity Canyon Lodge John & Jeremy Drakeford PO Box 2820 Helena, Ca 96048 800-345-9297

Tsewenaldin Inn

PO Box 219 Hoopa, Ca 95556 530-625-4294



Grocery Page 1 of 1

Early Bird PO Box 959 Willow Creek, Ca 95573 530-629-4431

Bob's Shopping Center PO Box 1048 Willow Creek, Ca 95573 530-629-2457

Union 76 Gas & Mini Mart PO Box 683 Willow Creek, Ca 95573 530-629-3241

Willow Creek Chevron Station PO Box 1149 Willow Creek, Ca 95573 530-629-3546

> Rays Food Place PO Box 278 Hoopa, Ca 95546 530-625-4111

Pearson's Grocery Site 10 Box 3 Hoopa, Ca 95546

.' Home

Realty Page 1 of 1

Frances Janney
Ming Tree -Willow Creek Real Estate
PO Box 1527
Willow Creek, Ca 95573
Bus-(530)629-3177

Greg Chisholm
Humboldt Land Company
PO Box 1598
Willow Creek, Ca 95573
(530)629-3030

Banks Page 1 of 1

Coast Central Credit Union PO Box 956 Willow Creek, Ca 95573 530-629-3128

Humboldt Bank PO Box 315 Willow Creek, Ca 95573 530-629-2125 The Mill Yard PO Box 4479 Arcata, Ca 95518 707-822-9860

Jury's Ace Hardware PO Box 39 Hoopa, Ca 95518 530-625-4287

Robert's Mercantile PO Box 954 Willow Creek, Ca 95573-0954 530-629-2134

Bigfoot Tru Value Hardware PO Box 1558 Willow Creek, Ca 95573

530-629-2302

Home

Automotve Page 1 of 2



Willow Creek Parts
Napa
POBox 247
Willow Creek, Ca 95573
530-629-2121

Frank's Garage PO Box 1559 Willow Creek, Ca 95573 530-629-2709

Union 76 Gas & Mini Mart PO Box 683 Willow Creek, Ca 95573 530-629-3241

> Northcoast Auto PO box 4946 Eureka, Ca 707-442-3781

Buddy's Auto Repair PO Box 95 Willow Creek, Ca 95573 530-629-2424

Willow Creek Chevron Station PO Box 1149 Willow Creek, Ca 95573

530-629-3546

W.C. Towing and Auto Repair PO Box 1165 Willow Creek, Ca 95573 530-629-3499

> Gary's Auto Repair PO Box 278 Willow Creek, Ca 530-629-3210

L&M Renner Petroleum PO Box 4868 Eureka, Ca 95502 707-443-1645

Robert's Mercantile PO Box 954 Willow Creek, Ca 95573-0954 530-629-2134



Medical Services Page 1 of 1

Medical Services

Willow Creek Six Rivers Medical PO Box 1045 Willow Creek, Ca 95573-1045

Willow Creek Dental Clinic PO Box 1125 Willow Creek, Ca 95573 530-629-2155

St Joseph Health System 2700 Dolbeer St Eureka, Ca 95501 707-269-4264

Mad River Community Hospital
PO Box 1115
Arcata, Ca 95521

707-822-8200

Home



Parish Signs PO Box 122 Burnt Ranch, Ca 95527 530-629-2614

Bill "Burro" Lewinson PO Box 270 Willow Creek, Ca 95573 530-629-3927

Trish Oakes Photography PO Box 327 Salyer, Ca 95563 530-629-2901

·Home

Page 1 of 1

Willow Creek Video & Arcade Julie Bradley PO Box 757 Willow Creek, Ca 95573-0759

530-629-3123

Cam Appleton Brizard Company 791 8th St Arcata, Ca 95521

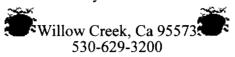
Robin Arkley 980 14th St Arcata, Ca 95521 635-4337

Ralph & Denise Canfield Otis Walton Properties 2548 Maple Lane Arcata, Ca 95521 Campora PO Box 627 Willow Creek, Ca 95573 560-629-3812

Amerigas PO Box 1569 Willow Creek, Ca 95573 530-629-4292 mem2.html Page 1 of 1

Nurseries - Farms

Trinity River Farm



Robert's Mercantile PO Box 954 Willow Creek, Ca 95573 530-629-2134

Sun Valley Floral Farm



Miller Farms Nursery PO Box 2145 McKinleyville, Ca 95519 707-839-1571



Bigfoot Tru Value Hardware PO Box 1558 Willow Creek, Ca 95573 530-629-2302



FISHING

Bigfoot Rafting Co. Marc & Londa Rowley PO Box 729 Willow Creek, Ca 95573 1-800-722-2223

"D" Fishing Guide Fishing Report E.B. Duggan PO Box 867 Willow Creek, Ca 95573 530-629-3554

GOLF COURSES

Bigfoot Golf & Country Club

Carol Tonkin PO Box 836 Willow Creek, Ca 95573 530-629-4658

WHITEWATER RAFTING

Bigfoot Rafting Co. Marc & Londa Rowley PO Box 729 Willow Creek, Ca 95573 1-800-722-2223

Aurora River Adventures Jamie O'Donnell

email us! PO Box 938 Willow Creek, Ca 95573 1-800-562-8475

Klamath River Outfitters

Wally & Edna Watson 3 Sandy Bar Road Somes Bar, Ca 95568 1-800-748-3735 Recreation Page 2 of 2

Trinity River Rafting
David & Dana Steinhauser
PO BOX 572
Big Bar, Ca 96010
1-800-307-4837



Page 1 of 1

Whitson's Inc PO Box 240 Willow Creek, Ca 95573 530-629-2324

KJ Construction PO Box 1557 Willow Creek, Ca 95573 530-629-4445

> Steve Nies, Mason PO Box 523 Salyer, CA 95563 530-629-3679

> > Home

Gifts

Willow Creek Pharmacy PO Box 67 Willow Creek, Ca 95573-0067 530-629-3144

Bigfoot Tru Value Hardware PO Box 1558

Willow Creek, Ca 95573 530-629-2302

Willow Bay Candles

PO Box 610 Willow Creek, CA 95573 530-629-3836

Roberts Mercantile

PO Box 954 Willow Creek, Ca 95573 530-629-2134 Soroptomists Int. of Bigfoot Country PO Box 412 Willow Creek, Ca 95573

Kiwanis Club Po Box Willow Creek, Ca 95573 (530)629-

Lions PO Box Willow Creek,Ca (530)629Mercer Fraser Company PO Box 1006 Eureka, Ca 95502 707-442-6371

Tonkin Construction PO Box 449 Willow Creek, Ca 95573 530-629-2365

Bill Gower Trucking PO Box 606 Willow Creek, Ca 95573 530-629-2608

McKnight Construction PO Box 38 Salyer, Ca 95563 530-629-2070

Louis Walton Backhoe PO Box 953 Willow Creek, Ca 95573 530-629-2074

R. Brown Construction Co.

PO Box 406

Willow Creek, Ca 95573

530-629-3702

Page 2 of 2



GRAHAM BROCK, INC.

BROADCAST TECHNICAL CONSULTANTS

PETITION FOR RULE MAKING
FOUR RIVERS BROADCASTING, INC.
ALLOT CHANNEL 254A
WILLOW CREEK, CALIFORNIA
October 2000

TECHNICAL EXHIBIT

Copyright 2000

PETITION FOR RULE MAKING FOUR RIVERS BROADCASTING, INC. ALLOT CHANNEL 254A WILLOW CREEK, CALIFORNIA October 2000

TECHNICAL STATEMENT

1. This technical statement and attached exhibits were prepared on behalf of Four Rivers Broadcasting, Inc. ("FRB"). FRB herein requests the allotment of Channel 254A to Willow Creek, California. The allotment will provide Willow Creek with its first local transmission service.

Discussion

2. FRB requests the Commission amend §73.202 of its rules by allocating Channel 254A to Willow Creek, California. The community of Willow Creek is located in the extreme eastern portion of Humboldt County, California. Willow Creek is listed in the 1990 U.S. Census as a Census Designated Place with a population of 1,576 persons. Willow Creek also has numerous businesses and churches. Willow Creek is not located near any Urbanized Area, as defined in the 1990 Census.

Request

3. Channel 254A can be allotted to Willow Creek, California, with a site restriction of 2.7 kilometers east of the community to avoid shortspacing KAJK-FM, Channel 256C1, Ferndale, California, at reference coordinates North Latitude 40° 55′ 30″ and West Longitude 123° 35′ 35″. As shown on Exhibit #1, Channel 254A meets the Commission's minimum distance separation requirements to all licensed, applied for or proposed facilities. Exhibit #2

is a usable area map denoting the area in which to locate a transmitter site for Channel 254A at Willow Creek. From the proposed reference site, a 3.15 mV/m contour will be delivered to Willow Creek.

4. Therefore, FRB requests the following amendment to §73.202 of the Commission's rules:

Willow Creek. California

Present None Proposed 254A

- 5. The allotment of Channel 254A to Willow Creek will provide first local service to the community. A maximum Class A operating from the proposed reference site will deliver 60 dBu service to 5,246 persons in 2,516.1 square kilometers.¹ When Channel 254A is allotted to Willow Creek, FRB will submit to the FCC the necessary application or form stating its intention to construct a new FM station on Channel 254A at Willow Creek.
- 6. The foregoing technical statement was prepared on behalf of Four Rivers
 Broadcasting, Inc., by Graham Brock, Inc., its Technical Consultants. All of the information
 contained herein is true and accurate to the best of our belief and knowledge. All data related to
 FM facilities was extracted from the CDBS database. We assume no liability for errors or
 omissions in the database which may adversely affect the requests contained herein.

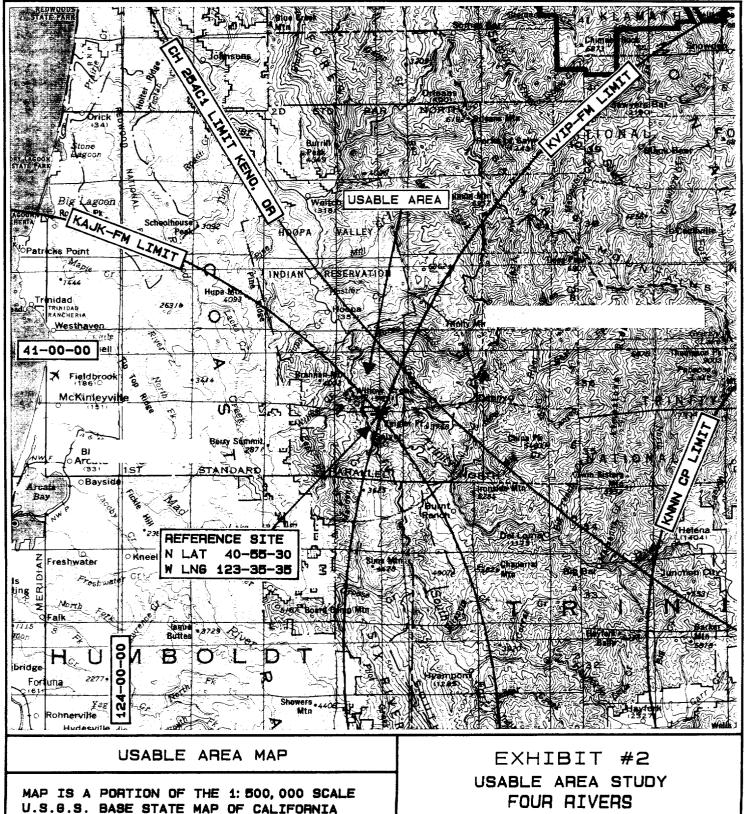
¹⁾ Based on a maximum non-directional Class A service radius of 28.3 kilometers.

PETITION FOR RULE MAKING FOUR RIVERS BROADCASTING, INC. ALLOT CHANNEL 254A WILLOW CREEK, CALIFORNIA October 2000

EXHIBIT #1

ALLOCATION STUDY FOR WILLOW CREEK, CALIFORNIA USING PROPOSED ALLOCATION SITE AS REFERENCE

REFERENCE 40 55 30 N 123 35 35 W	Current CHANNEL	CLASS rules 254 -	A spaci 98.7	ngs MHz	· 	DISPLAY DATES DATA 10-13-0 SEARCH 10-19-0	0 0 -
CALL CH# CI TYPE LAT	TY LNG	STATE PWR	BEAR' HT	D-KM D-Mi	R-KM R-Mi	MARGIN (KM)	
AD254 254A Wil AD 40 55 30	low Creek 123 35 35 0.0 rs Broadcasting,	OR 00 kw	0.0 0M	0.00	115.0 71.5	-115.00	
KAJKFM 256C1 Fer LIC CN 40 30 03 Miller Br	ndale 124 17 08 6.0 oadcasting Compan	CA 00 kW Y	231.3 523M BLH	75.12 46.7 -1996120	75.0 46.6 2KB	0.12	
LIC CN 40 39 18	ding 122 31 21 30.0 ascade Communicat	00 kW	521M	59.2	59.0		
APP CX 42 13 23	o 121 49 03 52.0 sponse, Inc.	00 kW	212M	128.4	124.3	6.67	
950206 254C1 Ken APP CX 42 13 23 Renaissan	o 121 49 03 52.0 ce Community Impr	OR 00 kW ov.	45.1 212M BPEI	206.67 128.4 D-199502	200.0 124.3 06MB	6.67	
KNNN.C 257C2 Sha CP CN 40 39 15 Regent Li	sta Lake City 122 31 12 1.6 censee Of Redding	CA : 00 kW , Inc.	108.1 465M BPH	95.43 59.3 -1999032	55.0 34.2 5IC	40.43	
CP CN 40 14 00	ster 121 01 11 25.0 Broadcasting	00 kW	751M	143.6	102.6	66.03	
LIC CN 40 14 00	ster 121 01 11 25.0 Broadcasting	00 kW	737M	143.6	102.6		
AUX H 39 26 08	t Bragg 123 48 15 0.99 adcasting	50 kW	OM	103.4	59.7	70.36	
LIC CN 40 33 46	sta Lake City 122 27 07 5.30 censee Of Redding,	00 kW	100M	64.9	19.3	73.44	
LIC CN 41 13 22	nt Shasta 122 17 51 5.00 Dre./state Bd. Of	00 kW	271M	70.7	9.3	98.79	



SCALE 1: 500, 000

MI 10 0 10 MI

KM 10 0 10 KM

(NORTH HALF) .

USABLE AREA STUDY
FOUR RIVERS
BROADCASTING, INC.
ALLOT CHANNEL 254A
WILLOW CREEK, CALIFORNIA

October 2000

GRAHAM BROCK, INC.

BROADCAST TECHNICAL CONSULTANTS

AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT

State of Georgia)
St. Simons Island) ss
County of Glynn)

JEFFERSON G. BROCK, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Four Rivers Broadcasting, Inc., to prepare the attached Technical Exhibit.

His qualifications are a matter of record before the Federal Communications Commission. He has been active in Broadcast Engineering since 1979.

The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

This the 19th day of October, 2000.

Jefferson G. Brock
Affignt

Sworn to and subscribed before me this the 19th day of October, 2000.

Notary Public, State of Georgia

My Commission Expires: April 20, 2002